

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1-24. (canceled).

25. (currently amended) A system of arranging the delivery of advertisements over a network, an agent managing said system, said system having an agent's server that comprises:

a response measurement module, said response measurement module counting the number of specific responses made at a web site of an advertiser through an ad space of a network medium; and

an administration module, said administration module making a statistical report for analysis of the counted responses and delivering said statistical report through said agent's server to the advertiser so that the advertiser can estimate the effectiveness of an advertisement on said network,

wherein said web site includes an entrance page which is linked from said ad space, an action page which is linked from the entrance page and where a user of said network may proceed to make at least one specific action of defined responses to be made by the user as a consequence of the advertisement on said network, and an action process module which responds to said specific action for processing the same,

wherein said administration module produces said statistical report listing a page access number that is the number of the accesses to the entrance page of said web site during a predetermined period of time, an action access number that is the number of accesses to said action page, and a result number that is the number of actions made in response to an action object for necessitating processing at said action process module, and;

wherein said statistical report includes a proceeder rate, which is the ratio of the action access number to said page access number, and a completer rate, which is the ratio of the result number to said page access number.

26. (previously presented) The system as set forth in claim 25, wherein said defined responses include:

clicking through to said web site;

downloading a file or software from said web site;

applying for a prize offered by the advertiser on said web site;

answering to a questionnaire from the advertiser on said web site;

requesting a catalogue from the advertiser through said web site;

requesting a subscription to a newsletter from said web site;

signing up a membership of a club managed by the advertisers through said web site;

and

ordering a product or service through said web site.

27. (previously presented) The system as set forth in claim 25, wherein said statistical report including a table showing a ratio of the number of the responses counted to the number of visits to said web site.

28. (previously presented) The system as set forth in claim 25, wherein said proceeder rate and said completer rate being listed on a daily basis.

29. (previously presented) The system as set forth in claim 25, wherein said proceeder rate and said completer rate being listed per said ad code when different ad codes are assigned to different campaigns.

30. (previously presented) The system as set forth in claim 25, wherein said page access number, said action access number, and said result number are sorted on each ad code when more than one ad codes are assigned to different campaigns.

31. (previously presented) The system as set forth in claim 25, wherein said statistical report includes a referrer table listing a ranking of referred URLs which lead to the action process module through said entrance page and said action page.

32. (previously presented) The system as set forth in claim 25, further comprising an invitation module providing an invitation page, into which said advertiser can provide at least one entry to specify conditions of the advertisement.

33. (previously presented) The system as set forth in claim 32, further comprising an offer module making an ad schedule listing the advertisement with the specified conditions.

34. (previously presented) The system as set forth in claim 25, further comprising an arrangement module allocating said web site to said ad space of said network by placing the advertisement thereon.

35. (previously presented) The system as set forth in claim 25, wherein said administration module makes said statistical report with reference to an index log file for storing index data with regard to the user requesting access to said entrance page, an action log file for storing action access data with regard to the user requesting access to said action page, and a result log file for storing action process data with regard to the user requesting the processing at said action process module.

36. (previously presented) A system of arranging the delivery of advertisements over a network, an agent managing said system, said system having an agent's server that comprises:

a response measurement module, said response measurement module counting the number of specific responses made at a web site of an advertiser through an ad space of a network medium; and

an administration module, said administration module making a statistical report for analysis of the counted responses and delivering said statistical report through said agent's server to the advertiser so that the advertiser can estimate the effectiveness of an advertisement on said network,

wherein said web site includes an entrance page which is linked from said ad space, an action page which is linked from the entrance page and where a user of said network may proceed to make at least one specific action of defined responses to be made by the user as a consequence of the advertisement on said network, and an action process module which responds to said specific action for processing the same,

wherein said administration module produces said statistical report listing a page access number that is the number of the accesses to the entrance page of said web site during a predetermined period of time, an action access number that is the number of accesses to said action page, and a result number that is the number of the access to said action process module,

wherein said statistical report includes a proceeder rate, which is the ratio of the action access number to said page access number, and a completer rate, which is the ratio of the result number to said page access number.

37. (currently amended) A method of arranging the delivery of advertisements over a network, said method comprising the steps of:

counting the number of specific responses made at a web site of an advertiser through an ad space of a network medium; and

making a statistical report for analysis of the counted responses and delivering said statistical report through said agent's server to the advertiser so that the advertiser can estimate the effectiveness of an advertisement on said network,

wherein said web site includes an entrance page that is linked from said ad space, an action page that is linked from the entrance page and where a user of said network may proceed to make at least one specific action of defined responses to be made by the user as a consequence of the advertisement on said network, and an action process module which responds to said specific action for processing the same,

wherein said administration module produces a statistical report listing a page access number that is the number of the accesses to the entrance page of said web site during a predetermined period of time, an action access number that is the number of accesses to said action page, and a result number that is the number of actions made in response to an action object for necessitating processing at said action process module;

wherein said statistical report includes a proceeder rate, which is the ratio of the action access number to said page access number, and a completer rate, which is the ratio of the result number to said page access number.

Please add the following new claims.

38. (new) The system as set forth in claim 25, wherein said administration module provides an administer page on an agent's web site, and a report form displayed on said administer page for limited access by the advertiser has a button for display a statistical report page including said proceeder rate and said completer rate.

39 (new) The system as set forth in claim 38, wherein said statistical report page has a download button which enables the advertiser to download said proceeder rate and said completer rate displayed thereon.